

### REMARKS

This responds to the Office Action mailed on July 23, 2008.

Claims 1 and 8 are amended; claims 15-21 were previously canceled, without prejudice to the Applicant; as a result, claims 1-14 are now pending in this application.

Example support for the amendments may be found throughout the original filed specification. By way of example only, the Examiner's attention is directed to the original filed specification paragraphs 31-33 and 42-44.

#### §103 Rejection of the Claims

Claims 1-2, 4-10 and 12-14 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Reed et al. (U.S. Publication Number 2004/0103017; hereinafter "Reed") in view of Papierniak et al. (U.S. 6,151,584; hereinafter "Papierniak"), and further in view of Melchione et al. (U.S. 5,966,695; hereinafter "Melchione"). It is of course fundamental that in order to sustain an obviousness rejection that each and every element in the rejected claims must be taught or suggested in the proposed combination of references.

The Examiner has recited Reed for the teaching of "modifying the query using the key and table selections to link results of the query to selective data elements of the customer hierarchy associated with different data sources." In support of this contention, paragraph 30 of Reed has been recited by the Examiner. In paragraph 30 of Reed, it is clear that an SQL query statement is in fact executed before any subsequent generated query is produced that may allegedly provide some linking to other tables.

Specifically, the Examiner is directed to the preceding paragraph 29 in Reed where the SQL statement is defined and then in 30 it is stated it is executed before a second query is generated and allegedly used for linking. This is a two-step process requiring two queries. Applicant provides one uber query that when executed provides linking to the hierarchy. Applicant has amended the independent claims to now make clear that it is but one query that is modified and that when executed once provides the linking to the hierarchy for the results. This is not shown or suggested in Reed in any manner, where it is clear that if such a teaching exists at all it has to be done via two separate and independently executed queries.

Therefore, Applicant respectfully requests that the rejections be withdrawn and the claims of record be allowed.

Claims 3 and 11 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Reed in view of Papierniak, further in view of Melchione as applied to claims 1-2, 4-10 and 12-14 above, and further in view of Copperman et al. (U.S. Publication Number 2003/0220917; hereinafter "Copperman"). These claims are dependent from amended independent claims; therefore, in view of the amendments and remarks presented above with respect to the corresponding independent claims, the rejections of claims 3 and 11 should be withdrawn and claims 3 and 11 allowed. Applicant respectfully requests an indication of the same.

**CONCLUSION**


Applicant respectfully submits that the claims are in condition for allowance, and notification to that effect is earnestly requested. The Examiner is invited to telephone Applicant's representative at (513) 942-0224 to facilitate prosecution of this application.

If necessary, please charge any additional fees or credit overpayment to Deposit Account No. 50-4370.

Respectfully submitted,

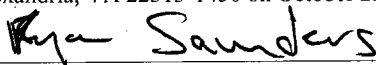
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Date 10-23-08

By /   
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**CERTIFICATE UNDER 37 CFR 1.8:** The undersigned hereby certifies that this correspondence is being filed using the USPTO's electronic filing system EFS-Web, and is addressed to: Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on October 23, 2008.

Name



Signature

